a graphic design or image printed at least partially upon the second surface of said non-woven material, the print being in the form of flexographic print, dye sublimation print, electrostatic print or ink-jet print;

the print residing both on said fibers or yarns of loop form and on said straightened fibers, the fibers or yarns of loop form on which said print resides remaining effectively hook-engageable.

2. (Amended) A laminate comprising

a substrate having at least one broad surface, and

a layer of hook-engageable material having a basis weight of about 2 ounces or less per square yard and comprising a sheet-form web body having a first surface laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend; and

a graphic design or image printed at least partially upon hook-engageable fibers or yarns of the second surface of the material, the print being in the form of flexographic print, dye sublimation print, electrostatic print or ink-jet print, the hook-engageable fibers or yarns on which said print resides remaining effectively hook-engageable.

3. (Amended) The laminate of claim 1, 2 or 87 in which the hook-engageable material includes a binder resin anchoring the hook-engageable fibers or yarns and constituting between about 20% and 40% of the weight of the material.

4. (Twice amended) The laminate of claim 2 wherein said hook-engageable material comprises a stretched material, stabilized in its stretched condition.

6. (Three times amended) The laminate of claim 1, 2 or 87 wherein the material has substantially varied areal density of fibers or yarns over its surface, the printed graphic design or image extending over areas of said substantially varied areal density of said fibers or yarns.

7. (Twice amended) The laminate of claim 6 wherein said material comprises areas with relatively high areal density of fibers or yarns interspersed with areas with relatively low areal density of fibers or yarns, the density of fibers or yarns in areas of highest areal density being greater by a factor of at least four from the density of fibers or yarns in areas of lowest areal density, the printed graphic design or image extending over areas of highest and lowest areal density of fibers or yarns.

11. (Three times amended) The laminate of claim 1, 2 or 87 wherein said graphic design or image comprises an image printed with dye on the second side of the material from which the hook-engageable fibers or yarns extend, wherein a design or image visible from the surface of the material is comprised of light reflected by dye printing on said second surface of the material, including light reflected by dye printing on said hook-engageable fibers or yarns of said material.

13. (Twice amended) The laminate of claim 1, 2 or 87 wherein said graphic design or image at least partially comprises dye print on said hook-engageable fibers or yarns of the material.

14. (Twice amended) The laminate of claim 87 wherein said graphic design or image at least partially comprises dye printing residing on the second surface of the web body from which the hook-engageable fibers or yarns extend, the portion of said second surface on which said print resides remaining effectively hook-engageable.

15. (Twice amended) The laminate of claim 1, 2 or 87 wherein said graphic design or image at least partially comprises printing of said form residing on said first surface of the material, the material being at least partially transparent such that the design or image can be seen through the material.

16. (Twice amended) The laminate of claim 1, 2 or 87 wherein said at least one outer broad surface of the substrate to which the material is laminated is continuous and said graphic

design or image is at least partially printed on said outer broad surface of the substrate, the material being at least partially transparent so that the design or image can be seen through the material.

17. (Twice amended) The laminate of claim 1 or 2 in which said substrate comprises a smooth paper sheet.

18. (Twice amended) The laminate of claim 1 or 2 in which the substrate comprises at least a corrugated core.

19. (Twice amended) The laminate of claim 1, 2 or 87 in which the substrate comprises a smooth paper sheet side of a corrugated paperboard.

20. (Twice amended) A laminate comprising

a substrate having at least one broad surface, and

a layer of hook-engageable material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend, and

a graphic design or image printed at least partially upon the material, said substrate comprising a corrugated core laminated at its spaced apart flute regions directly to said hook-engageable material.

21. (Amended) The laminate of claim 1 or 2 wherein the substrate is selected from the group consisting of paper, wood, synthetic foam, chipboard, wallboard, metal, plastic, and cork.

87. (Amended) A laminate comprising

a substrate having at least one broad surface, and

a layer of hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface

laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend, said hook-engageable material comprising stretched material, stabilized in its stretched condition, and

a graphic design or image printed at least partially upon the non-woven material, the print being in the form of flexographic print, dye sublimation print, electrostatic print or ink-jet print,

said substrate comprising smooth paper.

88. (Amended) The laminate of claim 1, 2 or 87 in which the said image is formed of dye printed on said material.

89. (Amended) The laminate of claim 1, 2 or 87 wherein the hook-engageable material comprises a non-woven material stretched substantially in two directions and stabilized in such stretched condition.

Please add claims 90-98.

-- 90. A hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface comprising the back of the material and a second surface from which hook-engageable fibers or yarns extend;

said hook-engageable material comprising stretched material, stabilized in its stretched condition, in the manner that there are fibers or yarns of hook-engageable loop form on said second surface and a distribution of straightened fibers; and

a graphic design or image printed at least partially upon the second surface of said non-woven material, the print being in the form of flexographic print, dye sublimation print, electrostatic print or ink-jet print, the print residing both on said fibers of yarns of loop form and on said straightened fibers;

the fibers or yarns of loop form on which said print resides remaining effectively hook-engageable. --

-- 91. A hook-engageable material having a basis weight of about 2 ounces or less per square yard and comprising a sheet-form web body having a first surface comprising the back of the material and a second surface from which hook-engageable fibers or yarns extend; and

a graphic design or image printed at least partially upon hook-engageable fibers or yarns of the second surface of the material, the print being in the form of flexographic print, dye sublimation print, electrostatic print or ink-jet print;

the hook-engageable fibers or yarns on which said print resides remaining effectively hook-engageable. --

-- 92. A hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface comprising the back of the material and a second surface from which hook-engageable fibers or yarns extend;

said hook-engageable material comprising stretched material, stabilized in its stretched condition; and

a graphic design or image printed at least partially upon the non-woven material, the print on said non-woven material being in the form of flexographic print, dye sublimation print, electrostatic print or ink-jet print. --

-- 93. The hook-engageable material of claim 90, 91 or 92 in which the material includes a binder resin anchoring the hook-engageable fibers or yarns and constituting between about 20% and 40% of the weight of the material. --

-- 94. The hook-engageable material of claim 91 comprising a stretched material, stabilized in its stretched condition. --

-- 95. The hook-engageable material of claims 90, 91 or 92 wherein the material has substantially varied areal density of fibers or yarns over its surface, the printed graphic design or image extending over areas of said substantially varied areal density of fibers or yarns. --

-- 96. The material of claim 95 comprising areas with relatively high areal density of fibers or yarns interspersed with areas with relatively low areal density of fibers or yarns, the density of fibers or yarns in areas of highest areal density being greater by a factor of at least four from the density of fibers or yarns in areas of lowest areal density, the printed graphic design or image extending over areas of highest and lowest areal density of fibers or yarns. --

-- 97. The material of claim 90, 91 or 92 wherein said graphic design or image comprises dye print on said hook-engageable fibers or yarns of the material. --

-- 98. The laminate of claim 90, 91 or 92 wherein said graphic design or image at least partially comprises print of said form residing on said first surface of the material, the material being at least partially transparent such that the design or image can be seen through the material. --